

ORDER



Orders
Order / Rev: 713393 - 1
Alt Order #: 06310677
Product Desc: Flight 10/11-10/17, 2012 PATON FOR C
Estimate:
Flight Dates: 10/11/12 - 10/17/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 3299 K ST., NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Paton,J/ R / Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/17/12	40	\$37,025.00	\$31,471.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	40	\$37,025.00	\$31,471.25	0.00
Totals	40	\$37,025.00	\$31,471.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPNX	10/11/12	10/17/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	6	\$1,400.00	P-2	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTFSS		6			\$1,400.00			0.00			
3	KPNX	10/11/12	10/17/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--		5			\$450.00			0.00			
N 4	KPNX	10/11/12	10/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	8	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--		5			\$550.00			0.00			
		2X MAX/DAY													
8	KPNX	10/11/12	10/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--		5			\$225.00			0.00			
11	KPNX	10/11/12	10/17/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/11/12	10/17/12	MTWTF--		5			\$450.00			0.00			
14	KPNX	10/11/12	10/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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 Flight Dates: 10/11/12 - 10/17/12

Advertiser: Paton,J/ R / Congress
 Product Desc: Flight 10/11-10/17, 2012 PATON FOR C
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	KPNX	10/11/12	10/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/11/12	10/17/12	MTWTF--		5			\$450.00			0.00			
N15	KPNX	10/17/12	10/17/12	NBC Nightly News NBC Nightly News	CM	530-6p	--W----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/12/12	10/18/12	--W----		1			\$1,500.00			0.00			
16	KPNX	10/11/12	10/17/12	M-F 6-630p 12 News 6pm no spots 10/11 and 10/16 d/t debate	CM	6-630p	M-WF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/11/12	10/17/12	M-WF--		5			\$550.00			0.00			
18	KPNX	10/15/12	10/15/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1			\$4,500.00			0.00			
21	KPNX	10/13/12	10/13/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1			\$250.00			0.00			
25	KPNX	10/14/12	10/14/12	NFL Regular Season Fo NFL Regular Season F	CM	Various	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$9,000.00			0.00			

*Tax 1 Note: Tax 0.5%.